

DEVELOPMENT REVIEW BOARD REPORT



MEETING DATE: March 2, 2006

ITEM NO. _____

CASE NUMBER/
PROJECT NAME

1-MS-2005
McDowell Mountain Business Center Master Sign Plan

LOCATION

16563 N. Pima Road, southeast corner of Bahia Drive and the Pima Freeway
Loop 101 Frontage Road

REQUEST

Request approval of the Master Sign Plan for the McDowell Mountain Business Center.

OWNER

Kitchell Development
CompanyCo.
602-631-6101

ENGINEER

N / A

ARCHITECT/
DESIGNER

D F D Cornoyer Hedrick
602-381-4768

APPLICANT/
COORDINATOR

Rick Markum
D F D Cornoyer Hedrick
602-381-4768

BACKGROUND

Zoning.

The site is zoned Industrial Park (I-1 PCD) and C-2 (Central Business), within the Horseman's Park West Planned Community District (PCD) Overlay zoning district. The I-1 District allows for office, warehouse, manufacturing/processing and related uses while the C-2 District provides for commercial activities designed to serve the business park and local community.

Context.

The site is located at the southeast corner of Bahia Drive and the Pima Freeway, Loop 101 Frontage Road. The land is situated just north of the WestWorld site.

Adjacent Uses:

- North: Bahia Drive with office uses and zoned Industrial Park (I-1 PCD) District
- South: WestWorld with Western Theme Park (WP) zoning
- East: N. 90th Street with office/ warehouse uses and Industrial Park (I-1 PCD) District
- West: Pima Freeway, Loop 101 (northbound) Frontage Road

APPLICANT'S
PROPOSAL

Applicant's Request.

The request is for approval of a new master sign program for the McDowell Mountain Business Center, a new two (2) building, 15-acre office park with detached parking structure and future bank. The Master Sign Plan will consist of freestanding, directional and building wall signs. The proposed Master Sign Plan for this site is designed to reflect the character of the site, and the surrounding Horsemen's Park area and to be in conformance with the Horseman's Park MEDCP to define the size, type, color and location of signs. Types of sign proposed with the Master Plan include Freestanding Monument

signs, Vehicle and Pedestrian Directional signs, Tenant Building signs and building address numbers. Also, stipulations of the previous zoning case (8-ZN-2004) required the provision of a Verde Canal Trailhead and Interpretive Center containing graphic sign panels depicting historical reference for the Verde Canal on this site.

Freestanding Monument Project Identification and Directional Signs.

Project or building identification signs will be limited to three (3) freestanding monument, entry signs, one will be located along the perimeter of the property at the main entrances on Bahia Drive, the Freeway Frontage Road and at the 90th Street entrance. The five (5) foot tall monument signs contain project and major tenant names and consist of 10 inch tall, aluminum colored letters on brown, tan and black stucco finished background with 2-tone CMU to match the buildings, plus a circular flowerpot detail. Interior to the site are four (4) Vehicle Directional and two (2) Pedestrian Directional, maximum 4-foot tall sign panels with similar 5-inch tall aluminum letters on brown, tan and black stucco background. Freestanding project signs are for the use of tenants, clients and guests of the business center and will be lighted at night so that business center and tenant names are visible. The signs will not exceed dimensions or areas specified by the Zoning Ordinance and will be placed within a landscape setting consistent with the site.

Building Wall Signs.

Building wall signs will identify tenant names and be located between the 2nd and 3rd floor windows at approximately 24 feet above grade. Raised lettering contains matte aluminum finished with backlit halo illumination and tenant logo, offset 4 inches from the building face. All tenant signage will be centered horizontally and vertically on the building wall and the letters will not exceed 18 inches in height. Where vertical columns do not permit sign placement between the 2nd and 3rd floors, alternate narrow sign bands may be considered over 3rd floor windows, but below the parapet roof level. Building address numbers are placed at corners of buildings.

Verde Canal Historical Reference Signage.

Pursuant to zoning case stipulation, five (5) Verde Canal Historic Reference signs are proposed at the trailhead location near the N. 90th Street entrance. Informational panel signs will be placed within a central display area along with the provision of mature landscaping, seat walls, pedestrian drinking fountains and an equestrian tie-up and water trough. The five (5) foot tall signs contain metal informational plaques, pictures, images and details mounted on brown, tan and black stucco finished background with 2-tone CMU to match signs and buildings.

Development Information:

- Existing Use: Two, three story buildings and one, two level parking structure and future bank pad at northwest corner of the site
- Parcel Size: 15.57 acres
- Building Size: 266,402 square feet for two Office Buildings (133,201 square feet each), parking

- Building Height Allowed/ Proposed: structure contains 132,000 square feet plus future 5,000 square foot bank pad site 36 ft. to top of parapet/42 ft. to top of mechanical screening
- Parking Required/Provided: 888 spaces required/1,309 spaces provided, including 460 surface spaces and 849 spaces within a three level parking structure containing one level at grade, and two levels above grade
- Open Space Required/ Provided: 132,900 square feet/ 152,400 square feet more or less
- FAR: 0.40 including future bank, excluding parking structure

DISCUSSION

The stipulations for Case 8-ZN-2004 required that the site's Verde Canal contain a minimum 40-foot wide, 31,000 square foot easement with the construction of an 800-foot long, 8 foot wide stabilized D.G. pedestrian/ equestrian trail. The site is also required to provide a trailhead and interpretive center with information wall and panel to graphically depict historical information relating to the purpose, construction and use of the canal. The Verde Canal trail runs east to west through Horseman's Park from Thompson Peak Parkway to the Pima Freeway Frontage Road, then northward on the City trail system along the east side of the Frontage Road.

The Houseman's Park Master Environmental Design Concept Plan (MEDCP) provides guidelines for Business Park signs, general styles, materials and dimensional standards, which have been applied to this case.

KEY ISSUES

- The request is for a Master Sign Plan is proposed for the overall 15.57-acre site.
- The application is appropriate for the area.
- The request conforms to the Horseman's Park MEDCP.
- A portion of the sign plan relates to an interpretive center for the Verde Canal, situated on this site.

OTHER BOARDS AND COMMISSIONS

- 33-ZN-2000 applied the Horseman's Park Planned Community District (PCD) overlay
- The DRB approved the Horseman's Park Master Environmental Design Concept Plan (MEDCP) to the area in 2001
- Case 7-ZN-2000 rezoned the 16-acre parcel to Central Business (C-2), Industrial Park (I-1) and General Commercial (C-4) Districts
- Case 8-ZN-2004 rezoned the C-4 portion of the site to I-1 in 2004.
- Case 78-DR-2004 gave development approval for the 2 office buildings and parking structure on the site in 2005.

STAFF
RECOMMENDATION

Staff recommends approval, subject to the attached stipulations.

STAFF CONTACT(S)

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APPROVED BY

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Report Author

Lusia Galav, AICP
Current Planning Director
Phone: 480-312-2506
E-mail: lgalav@scottsdaleAZ.gov

ATTACHMENTS

1. Applicant's Narrative
2. Context Aerial
- 2A. Aerial Close-Up
3. Zoning Map
4. Sign Location Map
5. Monument Elevation
6. Vehicular Directional Elevation
7. Pedestrian Directory Sign Elevation
8. Landscape Wall Elevation
9. Historical/Drinking fountain/Tenant Wall/Building Address Signs
10. Office Building Elevations, Sign Envelopes
11. Colors & Materials
- A. Stipulations/Zoning Ordinance Requirements

Project Description

Site Description

McDowell Mountain Business Center Phase I of the project consists of a three-story office building having a total gross building area of approximately 133,000 square feet with associated structured parking comprised of one at grade and one above with a total gross building area of 132,000 square feet for 420 spaces on a 15.57 acre total site (zoned C-2 & I-1) located on the southeast corner of Loop 101 and Bahia Drive in Scottsdale, Arizona.

Phase II of the project consists of one (1) three-story, 133,000 square foot office building with associated structured parking comprised of three levels for 550 spaces.

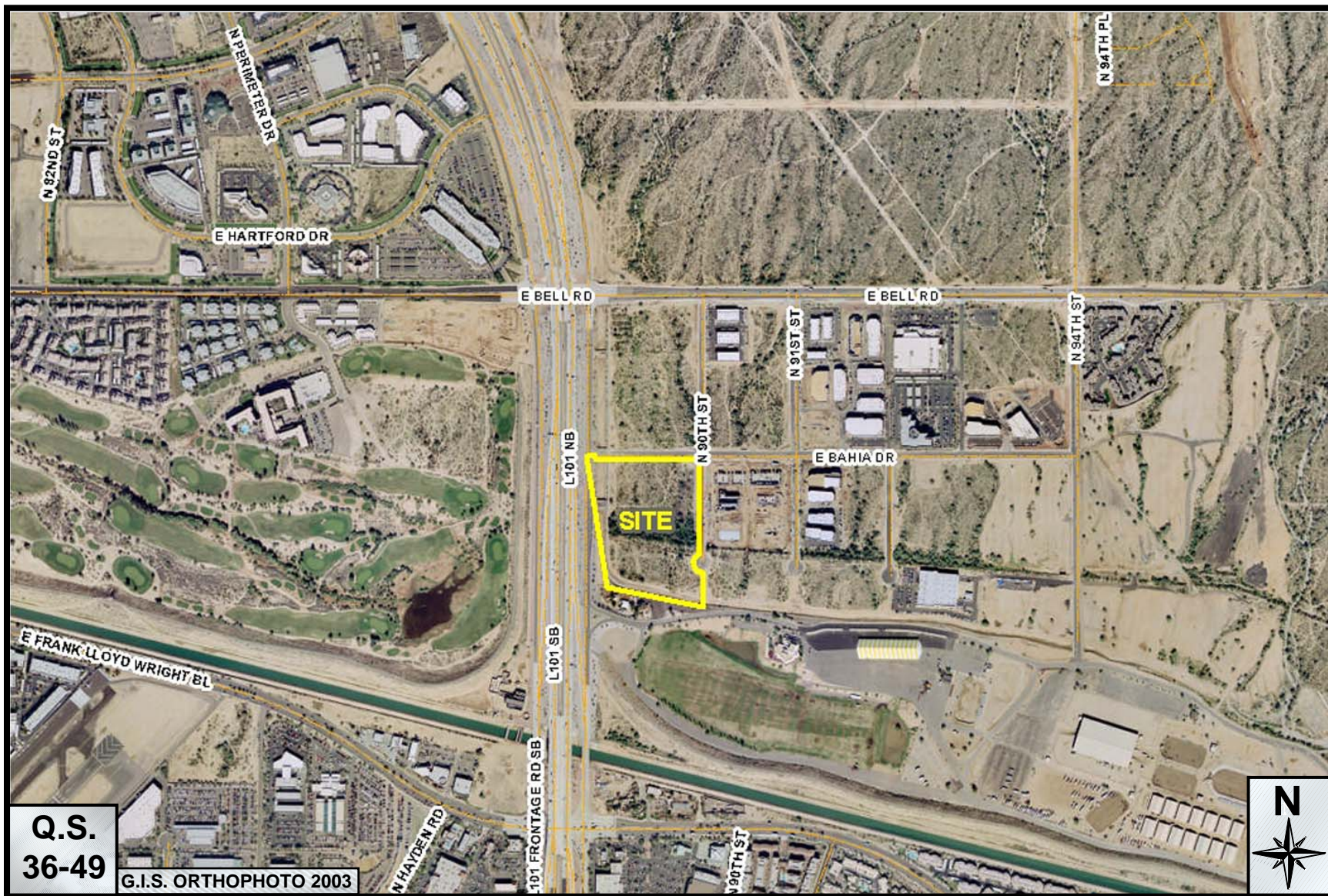
Theme and Image

McDowell Mountain Business Center will be developed with an awareness of the surrounding community. The buildings have been designed as a modern interpretation of desert architecture. Horizontal masses with strong vertical elements create a contemporary design that compliments the desert environment of North Scottsdale. The colors and materials used throughout the project provide a natural, harmonious palette indicative of the surrounding Sonoran Desert and nearby McDowell Mountains.

Signage Concept

The signage will assist the visitor by identifying the businesses, building complexes and major tenants from the adjacent roadway or street frontage. Once on the site, the signage becomes directional in nature, using the complex name, building address and major tenant names to assist the visitor with wayfinding. The colors and materials will follow the architectural palette and the palette of the McDowell Mountain Business Park Master Environmental Design Concept Plan in order to link the designs to the architecture and the surrounding neighborhood.

The historic Rio Verde Canal, which runs through the site, merges with the pedestrian/horse trail to create an outdoor amenity which will serve both the tenants of the building and the surrounding neighborhood. To further the experience of the trail and provide historical information on the Rio Verde Canal, interpretive signage will be consolidated into a pedestrian/horseman's node near the East entry.



Q.S.
36-49

G.I.S. ORTHOPHOTO 2003

McDowell Mountain Business Center

1-MS-2005

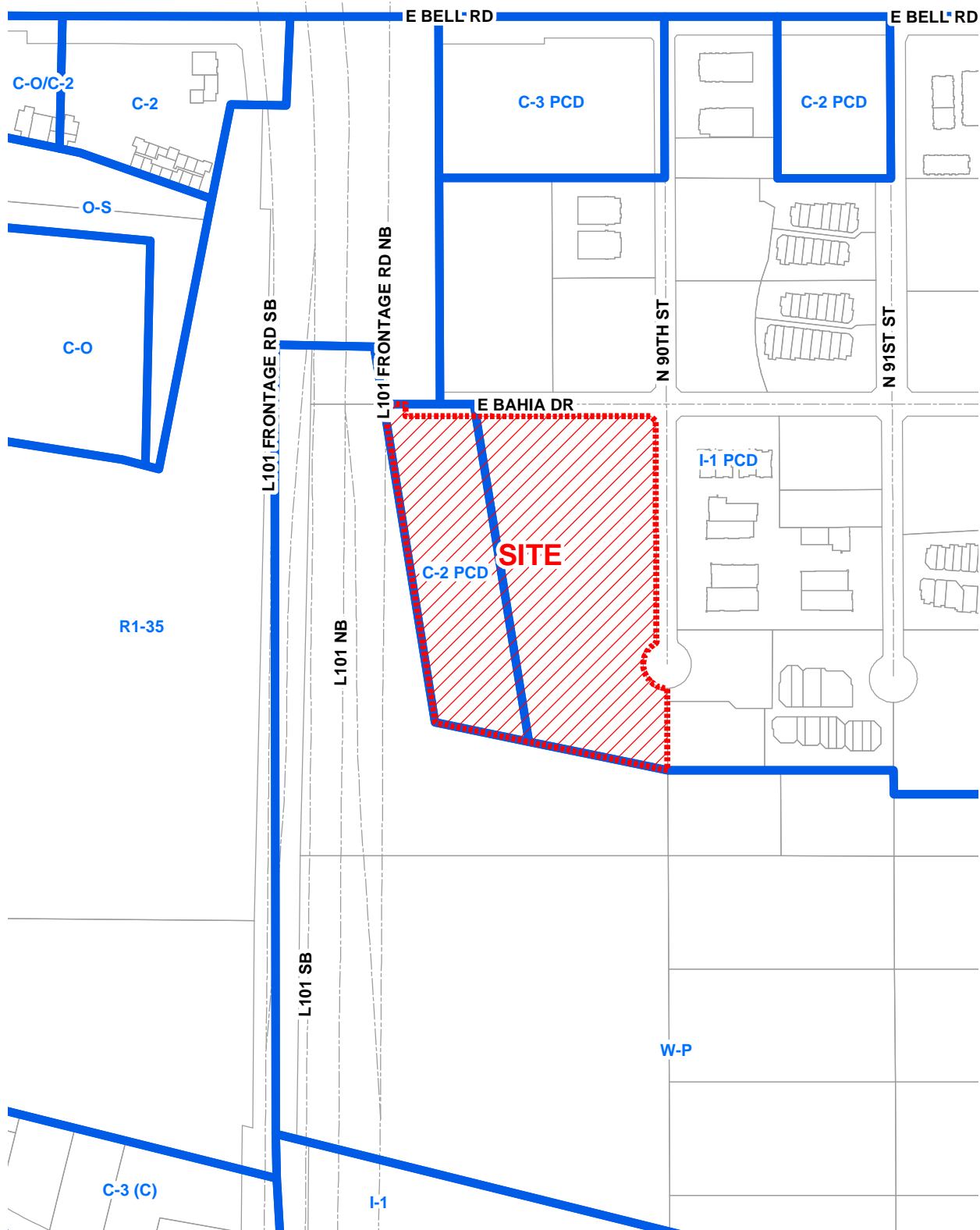
ATTACHMENT #2



McDowell Mountain Business Center

1-MS-2005

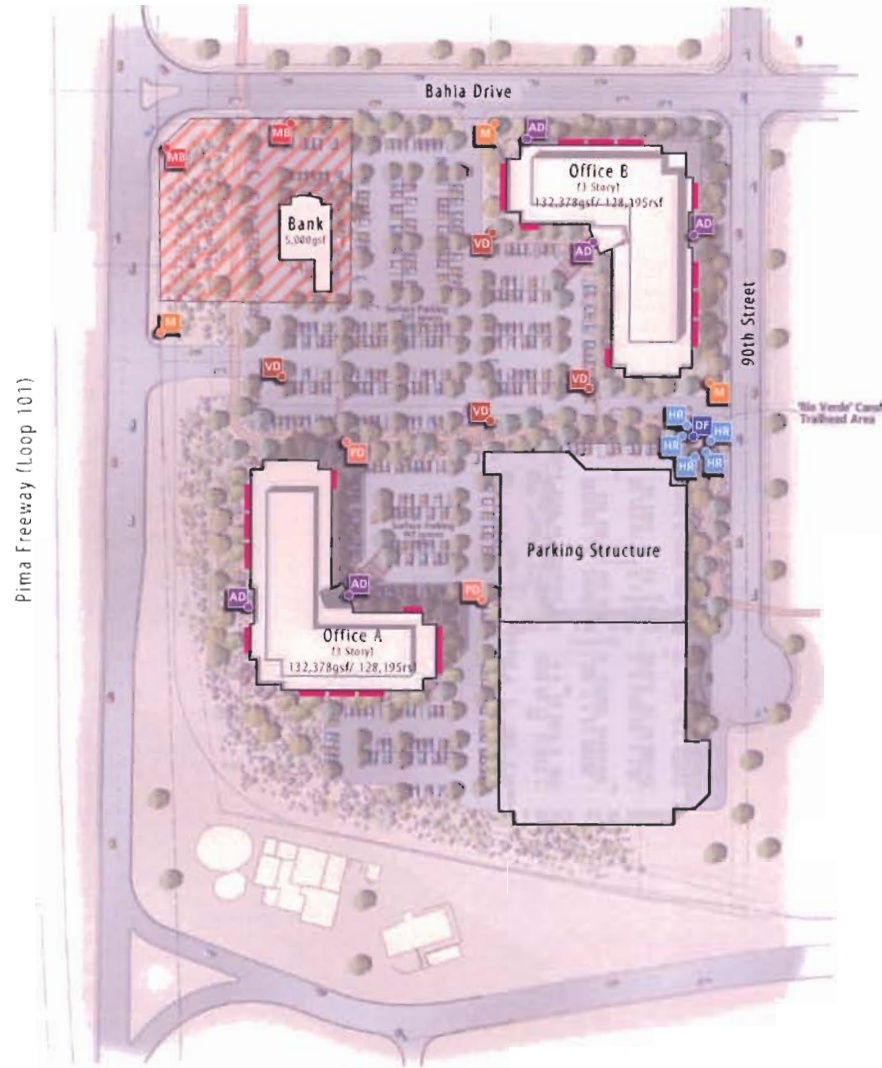
ATTACHMENT #2A



1-MS-2005

ATTACHMENT #3

I



Site Signage		
M	Monument Sign	GD101
MB	Bank Monument Sign (Design not covered in document)	n/a
VD	Vehicular Directional	GD102
PD	Pedestrian Directory	GD103
Trail Signage		
HR	Historical Reference Sign	GD104
DF	Drinking Fountain Sign	GD105
Building Signage		
TW	Tenant Wall Sign	GD106
AD	Building Address Numbers	GD107
Bank Signage		
	Bank Pad Signage Area (Not covered in Master Sign Plan)	n/a

1-MS-2005
12/16/2005

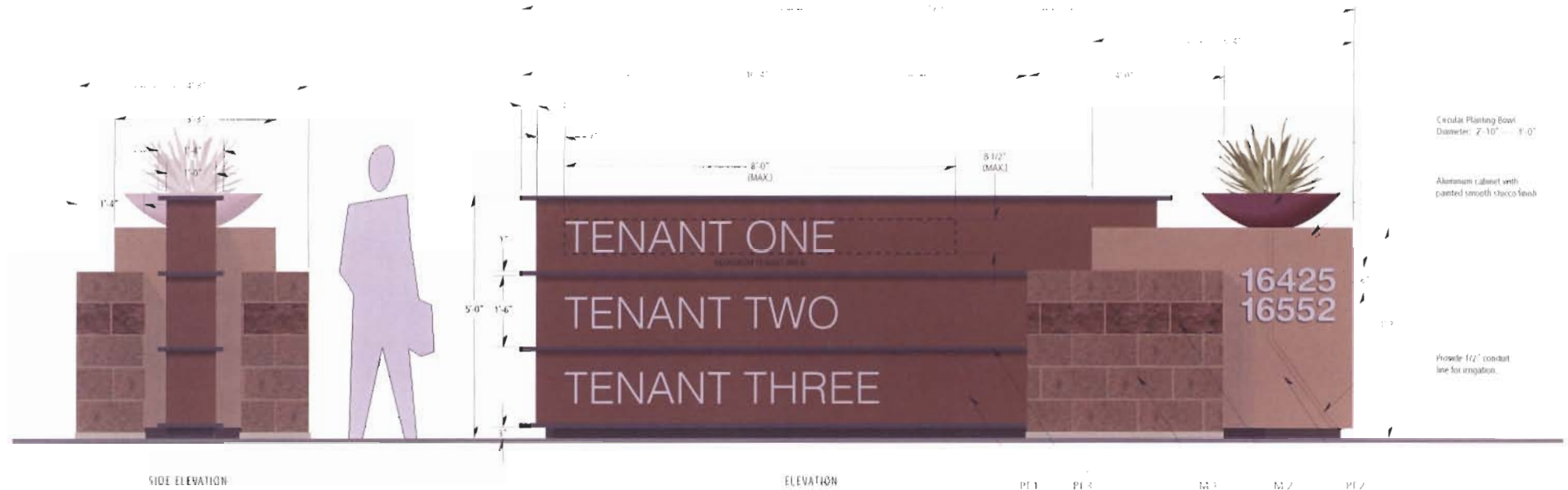
DQ Conroy/Hedrick

TYPE: **n/a**

DESCRIPTION: Sign Locations Map

SCALE: 1/4" = 1'-0"
PROJECT: McDiowell Mountain Business Center
NUMBER: 01112A-000
DATE: 09.06.05
REVISED: 12.05.05

DRAWING NO.
GD 100



SPECIFICATIONS

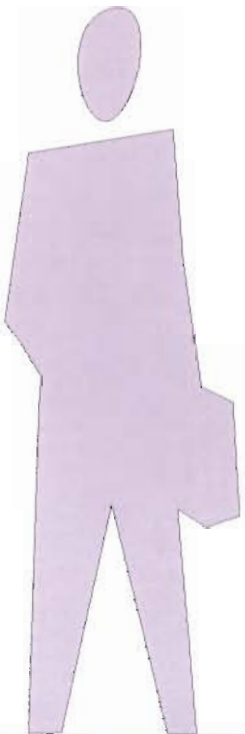
Main Cabinet
Externally illuminated aluminum cabinet with masonry element
Illuminated with ground mounted floodlights

Address Numbers & Tenant Names
1/4" flat-cut non-directional with brushed aluminum finish
Font: Address - Helvetica Regular
Tenants - Helvetica Light (or established tenant logo/letter style)

Max sign area for each tenant (per face) shall be 5 2/3 s.f.

	TYPE	M	SCALE	1/2" = 1'	GD 101 <small>DESIGNED BY</small>
	DESCRIPTION	Monument	PROJECT	McDowell Mountain Business Center	
			NUMBER	01312A.000	
			DATE	09.06.05	
			REVISED	12.14.05	

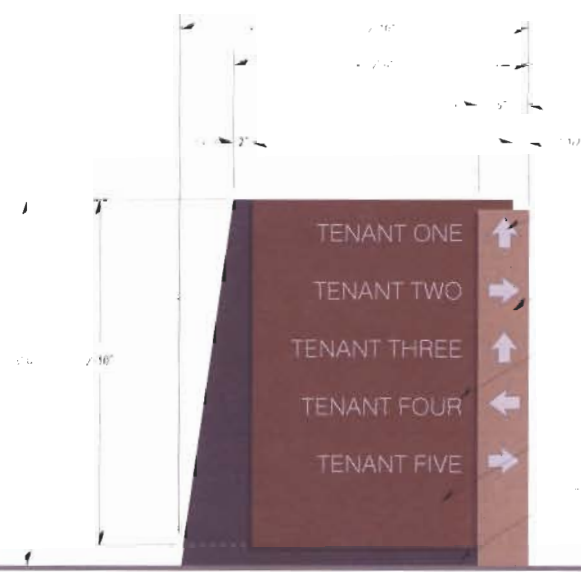
1-MS-2005
12/16/2005



SIDE ELEVATION



PLAN VIEW

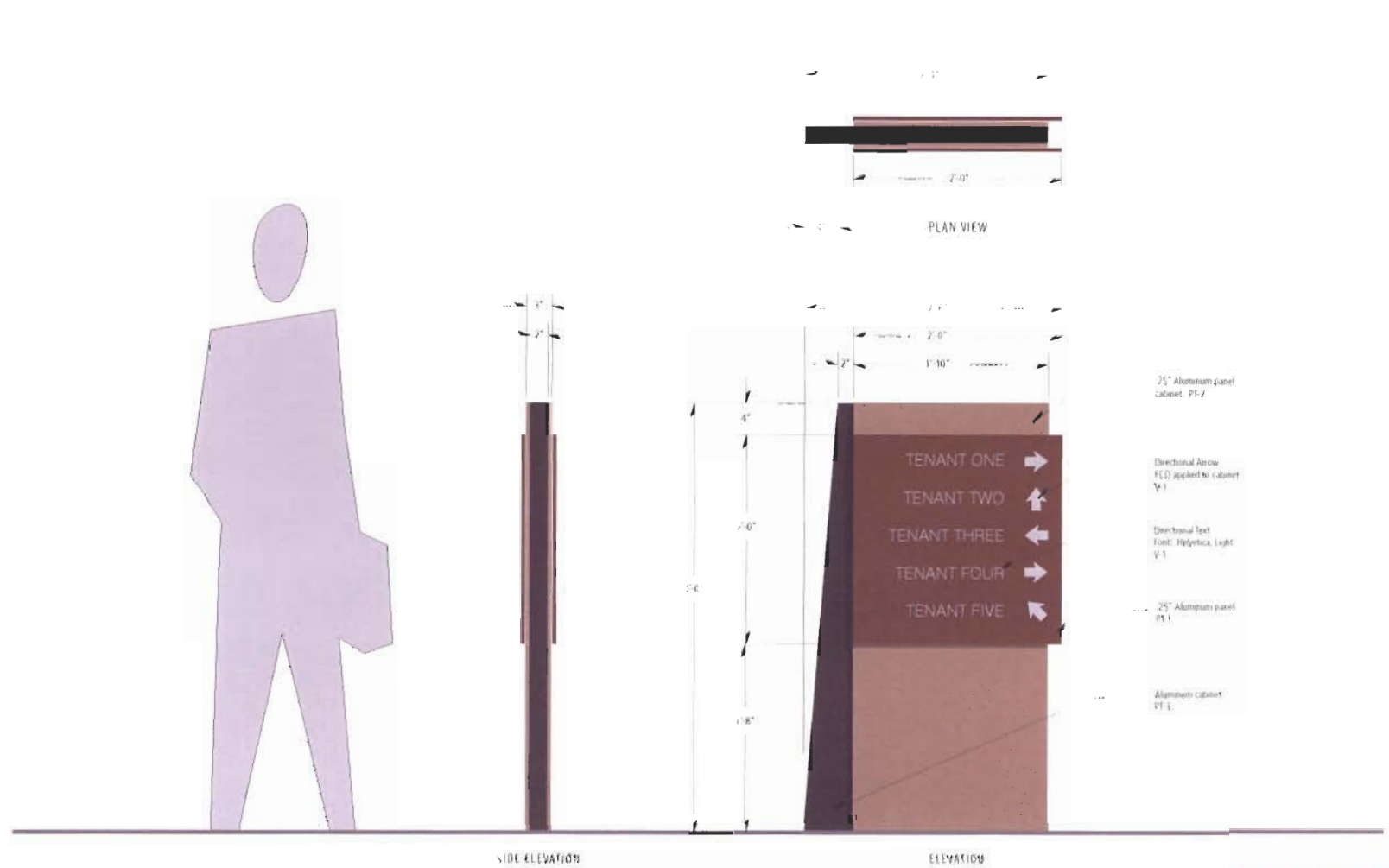


ELEVATION

- Directional arrow
FCD applied to panel
Arrow 91
- 25" Aluminum panel
Flash in front of cabinet
PT 2
- Directional text
Font: Helvetica, light
Vinyl applied directly to panel
V-1
- 25" Aluminum panel
cabinet
PT-1
- 25" Aluminum
cabinet
PT-1

1-MS-2005
12/16/2005

DESIGN INTENT	TYPE VD	SCALE 1"=1' PROJECT Mc Dowell Mountain Business Center NUMBER 01212A-009 DATE 09.06.05 REVISION 11.28.05	DRAWING NO GD 102
	DESCRIPTION Vehicular Directional		



1-MS-2005
12/16/2005

DD ConnerRedick

TYPE **PD**

DESCRIPTION Pedestrian Directory Sign

SCALE 1"=1'
PROJECT Mc Dowell Mountain Regional Center
NUMBER 0112A-000
DATE 09.06.05
REVISED 11.28.05

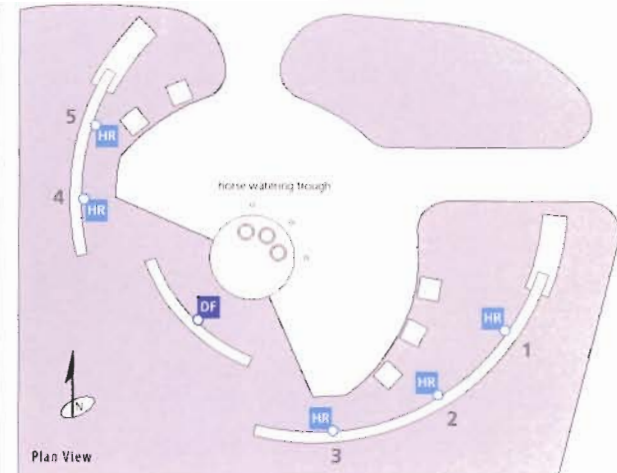
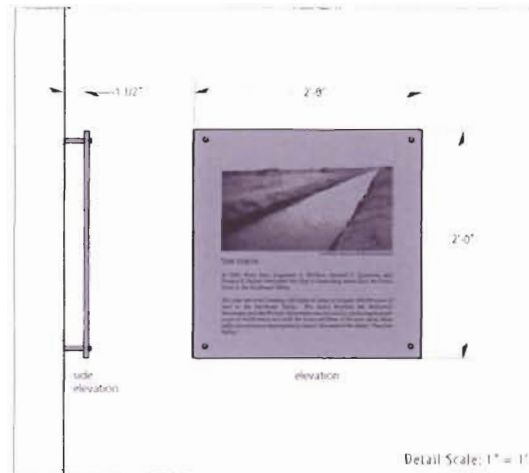
DRAWING NO.

**GD
103**

12-2002 (01) ConnerRedick

A series of five graphic panels designed to 'tell the story' of the Rio Verde Canal

The images and text shown (right) are conceptual and subject to change



DD ConnerHedrick

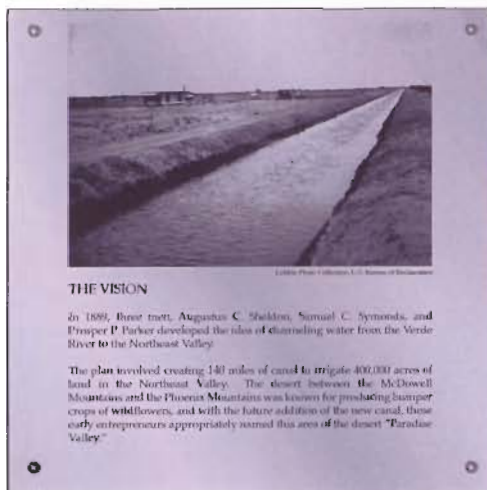
TYPE
n/a

DESCRIPTION: Landscape Wall Elevation

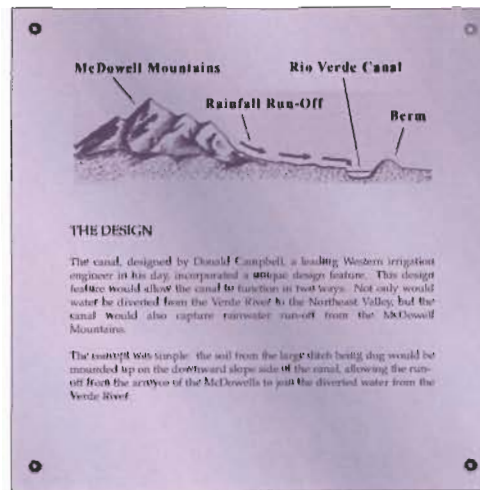
SCALE: Various
PROJECT: McDowell Mountain Business Center
NUMBER: 0.1132A.000
DATE: 09.06.05
REVISED: 12.05.05

DRAWING NO.
GD 104

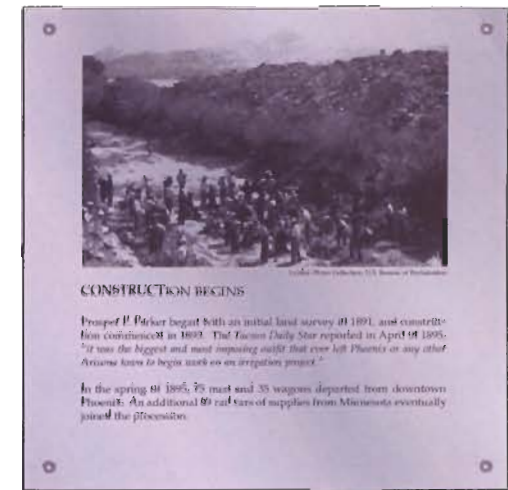
1-MS-2005
12/16/2005



PANEL 1: "THE VISION"



PANEL 2: "THE DESIGN"



PANEL 3: "CONSTRUCTION BEGINS"

SPECIFICATIONS

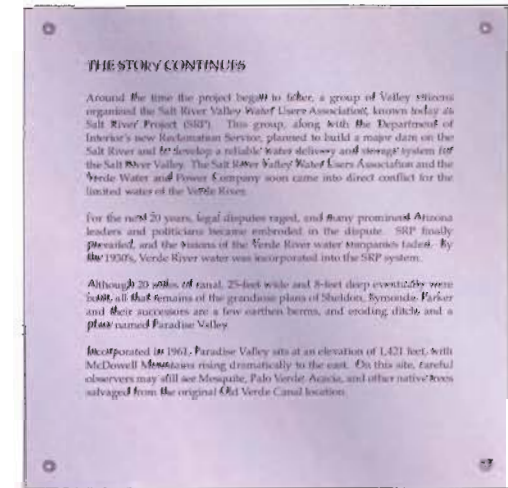
Panels:
2'-0" X 2'-0" Aluminum panel with etched images and text. Black in-fill paint will be added later to create more contrast and increase visibility.
The standard font will be Palatino Linotype.

Mounting:
Panels will be mounted directly to landscape walls with 1 1/2" stand-off [see GD104 for detail].

* The images and text shown are conceptual and subject to change



PANEL 4: "DEPRESSION BRINGS CHANGE"



PANEL 5: "THE STORY CONTINUES"



D.F.D. Conroy/Fredrick

TYPE
DF

DESCRIPTION: Drinking Fountain Use Sign

SCALE: 1/2" = 1"
PROJECT: McInerney Mountain Business Center
NUMBER: 01112A-000
DATE: 09.06.05
REVISED: 11.28.05

DRAWING NO.

**GD
106**

1-MS-2005
12/16/2005

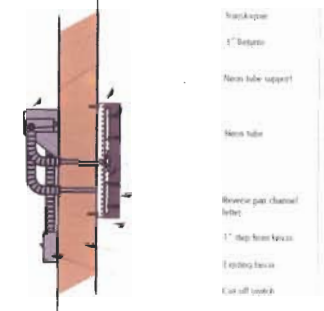


SPECIFICATIONS

Tenant wall building signs have matte aluminum finish. Individual tenant fonts (according to logo) are permitted. Where none exists, the standard font "Helvetica, Regular" will be used.

The tenant logo (if used) and text must conform to specific size restrictions per envelope type (listed on right). For specific envelope see pages GD109 and GD110.

MOUNTING DETAIL HALO-ILLUMINATED LETTER DETAIL



SIGNAGE PER TENANT

$$\frac{\text{Tenant Occupancy Square Footage}}{\text{Net Building Square Footage}} \times \text{Aggregate Sign Area Allowed For Building} = \text{Signage Square Footage Allowed}$$

SPECIFICATIONS

Middle Envelope



Envelope: W 75'-0" X H 3'-0"
 (Minimum: 10'-0" Minimum: 10'-0")
 Logo: Max Height = 3'-0"
 Text: Max Height = 2'-6" Min Height = 1'-6"

Upper Envelope



Envelope: W 25'-0" X H 1'-8"
 Logo: Max Height = 1'-8"
 Text: Max Height = 1'-8" Min Height = 1'-0"

Vertical Envelope



Envelope: W 8'-0" X H 4'-0"
 Logo: Max Height = 4'-0"
 Text: Max Height = 3'-0" Min Height = 1'-0"



SECTION

ELEVATION

SPECIFICATIONS

Address Numbers are pan-channel constructions with 3" returns and have a matte aluminum finish. Numbers will be edge-mounted on architectural "aluminum sun screen on a steel frame."
Standard address font will be: "Helvetica, Bold"

DFG CarneyHedrick

TYPE **AD**

DESCRIPTION: Building Address Signs

SCALE: 1/2" = 1'
PROJECT: Mc Dowell Mountain Business Center
NUMBER: 01132A.000
DATE: 09.06.05
REVISED: 12.05.05

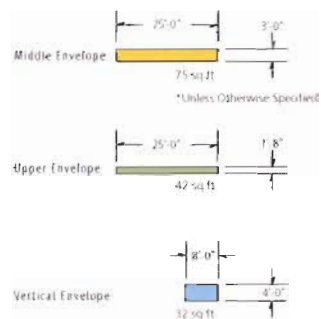
DRAWING NO. **GD 108**

1-MS-2005
12/16/2005

Signage Scheme A

Middle Band

This signage scheme only represents one option and the specific scheme will not be determined until the building is completed.



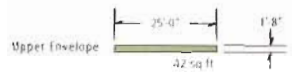
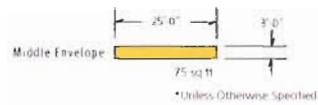
- Middle Band Envelope
- Upper Band Envelope
- Vertical Logo Envelope
- Building Address Numbers



Signage Scheme B

Middle Band with Vertical Envelopes

This signage scheme only represents one option and the specific scheme will not be determined until the building is completed.



- Middle Band Envelope
- Upper Band Envelope
- Vertical Logo Envelope
- Building Address Numbers

Available	238'sq
Used	116'sq



BLDG A

NORTH ELEVATION

Available	300'sq
Used	289'sq



WEST ELEVATION

Available	238'sq
Used	214'sq



SOUTH ELEVATION

Available	300'sq
Used	272'sq



EAST ELEVATION

DD Company/Hedrick

© 2005 D.D. Company/Hedrick

DESIGN INTENT

TYPE
n/a

DESCRIPTION: Office A Building Elevations, Sign Envelopes

SCALE 1" = 30"
PROJECT McDowell Mountain Business Center
NUMBER 03162A.008
DATE 09.06.05
REVISED 12.05.05

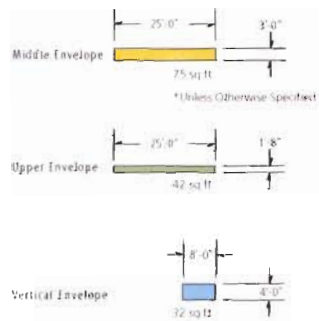
DRAWING NO.
GD
109.2

1-MS-2005
12/16/2005

Signage Scheme C

Upper Band with Vertical Envelopes

This signage scheme only represents one option and the specific scheme will not be determined until the building is completed



- Middle Band Envelope: Yellow
- Upper Band Envelope: Green
- Vertical Logo Envelope: Blue
- Building Address Numbers: Red

Available	238'sq
Used	116'sq



Bldg A

NORTH ELEVATION

Available	300'sq
Used	274'sq



WEST ELEVATION

Available	238'sq
Used	232'sq



SOUTH ELEVATION

Available	300'sq
Used	272'sq



EAST ELEVATION

DD ConroyHedrick

01/06/2011 conroyHedrick

DESIGN INTENT

TYPE
n/a

DESCRIPTION Office & Building Elevations, Sign Envelopes

SCALE 1" = 30"
PROJECT McDowell Mountain Business Center
NUMBER 01122A.000
DATE 09.06.05
REVISED 12.05.05

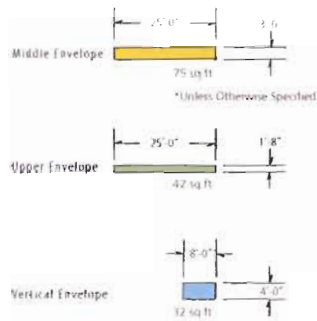
DRAWING NO.
GD
109.3

1-MS-2005
12/16/2005

Signage Scheme D

Upper and Middle Bands with Vertical Envelopes

This Signage Scheme only represents one option and the specific scheme will not be determined until the building is completed.



- Middle Band Envelope
- Upper Band Envelope
- Vertical Logo Envelope
- Building Address Numbers

Available	238'sq
Used	116'sq



BLDG A

NORTH ELEVATION

Available	300'sq
Used	298'sq



WEST ELEVATION

Available	238'sq
Used	224'sq



SOUTH ELEVATION

Available	300'sq
Used	272'sq



EAST ELEVATION

313 Conroy/Hedrick

TYPE n/a

DESCRIPTION: Office A Building Elevations, Sign Envelopes

SCALE: 1" = 30'
PROJECT: Mc Dowell Mountain Business Center
NUMBER: 01112A.000
DATE: 09.06.05
REVISED: 12.05.05

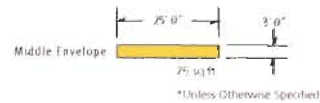
DRAWING NO. **GD 109.4**

1-MS-2005
12/16/2005

Signage Scheme A

Middle Band

This signage scheme only represents one option and the specific scheme will not be determined until the building is completed.



- Middle Band Envelope
- Upper Band Envelope
- Vertical Logo Envelope
- Building Address Numbers

Available	238'sq
Used	116'sq



SOUTH ELEVATION

Available	500'sq
Used	500'sq



EAST ELEVATION

Available	238'sq
Used	225'sq



NORTH ELEVATION

Available	500'sq
Used	272'sq



WEST ELEVATION

303 Conroy/Hedrick

TYPE
n/a

DESCRIPTION Office B Building Elevations, Sign Envelopes

SCALE 1" = 30'
PROJECT Mc Dowell Mountain Business Center
NUMBER 03-126-000
DATE 09-06-05
DESIGNER

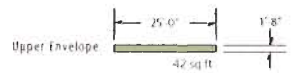
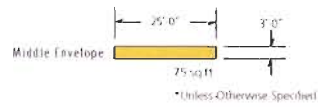
GD
110.1

1-MS-2005
12/16/2005

Signage Scheme B

Middle Band with Vertical Envelopes

This signage scheme only represents one option and the specific scheme will not be determined until the building is completed



Middle Band Envelope

Upper Band Envelope

Vertical Logo Envelope

Building Address Numbers

Available	238'sq
Used	116'sq



BLDG B

SOUTH ELEVATION

Available	500'sq
Used	289'sq



EAST ELEVATION

Available	238'sq
Used	214'sq



NORTH ELEVATION

Available	300'sq
Used	272'sq



WEST ELEVATION

© 2005 Conner/Hedrick

TYPE
n/a

DESCRIPTION Office B Building Elevations, Sign Envelopes

SCALE 1" = 30"
PROJECT McDowell Mountain Business Center
NUMBER 01322A.000
DATE 09.06.05
REVISED 12.05.05

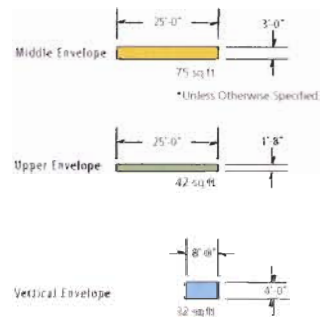
DRAWING NO.
GD 110.2

1-MS-2005
12/16/2005

Signage Scheme C

Upper Band with Vertical Envelopes

This signage scheme only represents one option and the specific scheme will not be determined until the building is completed.



- Middle Band Envelope
- Upper Band Envelope
- Vertical Logo Envelope
- Building Address Numbers

Available	238'sq
Used	116'sq



SOUTH ELEVATION

Available	300'sq
Used	274'sq



EAST ELEVATION

Available	238'sq
Used	232'sq



NORTH ELEVATION

Available	300'sq
Used	272'sq



WEST ELEVATION

DESIGN INTENT

TYPE
n/a

DESCRIPTION: Office Building Elevations, Sign Envelopes

SCALE: 1/2" = 10'
PROJECT: McDowell Mountain Business Center
NUMBER: 032264-000
DATE: 09.06.05
REVISED: 12.05.05

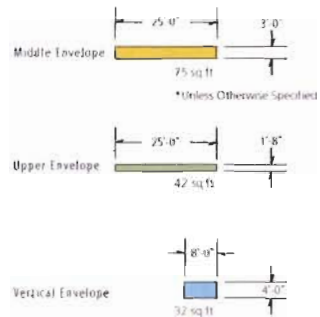
DRAWING NO.
GD 110.3

1-MS-2005
12/16/2005

Signage Scheme D

Upper and Middle Bands with Vertical Envelopes

This signage scheme only represents one option and the specific scheme will not be determined until the building is completed.



- Middle Band Envelope
- Upper Band Envelope
- Vertical Logo Envelope
- Building Address Numbers

Available	238'sq
Used	116'sq



BLOG B

SOUTH ELEVATION

Available	300'sq
Used	298'sq



EAST ELEVATION

Available	238'sq
Used	224'sq



NORTH ELEVATION

Available	300'sq
Used	272'sq



WEST ELEVATION

DD Conroy/Hendrick

TYPE
n/a

DESCRIPTION: Office B Building Elevations, Sign Envelopes

SCALE: 1" = 30"
PROJECT: McDowell Mountain Business Center
NUMBER: 01112A.000
DATE: 09.06.05
REVISED: 12.05.05

DRAWING NO
GD 110.4

© 2004 DCH - conroyhendrick

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12/16/2005

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Colors & Materials

PT-1

"Western Cedar"
Frazer 8345D



PT-2

"Cinnamon Spice"
Frazer 8254M



PT-3

"Dark Colossus"
Frazer 8526A



V-1

3M Scotchcal "Silver"
220-120



M-1

Integrally Colored CMU
Smooth Face
Superlite "Harvest Brown"
62.10.3



M-2

Integrally Colored CMU
Split Face
Superlite "Autumn"
62.27



Stipulations for Case: McDowell Mountain Business Center Master Sign Plan 1-MS-2005

Unless otherwise stated, the applicant agrees to complete all requirements prior to final plan approval, to the satisfaction of Project Coordinator and the Final Plans staff.

PLANNING

APPLICABLE DOCUMENTS AND PLANS:

DRB Stipulations

1. Except as required by the City Code of Ordinances, Zoning Regulations, Subdivision Regulations, and the other stipulations herein, the site design and construction shall substantially conform to the following documents:
 - a. Architectural elements, including dimensions, materials, form, color, lettering and texture, shall be consistent with the signage elevations and details submitted by DFD Cornoyer-Hedrick with a staff date of December 16, 2005.
 - b. The location of signs on site shall be consistent with the site plan submitted by DFD Cornoyer-Hedrick with a staff date of December 16, 2005.
 - c. The guidelines for signage provided by the Horseman's Park MEDCP.

ARCHITECTURAL DESIGN:

DRB Stipulations

1. Any addition, change or modification to this master sign program requires Development Review Board approval
2. No portable signs of any type permitted.
3. All signs shall be submitted at the One Stop Shop for review, approval and permit.
4. All signs shall conform to the requirements of Horseman's Park Master Environmental Design Concept Plan (MEDCP).

RELEVANT CASES:

Ordinance

- A. At the time of review, the applicable zoning, DRB, Use Permit, and etc. case(s) for the subject site were: 33-ZN-2000, 7-ZN-2000, 8-ZN-2004, 78-DR-2004 and the Horseman's Park Master Environmental Design Concept Plan (MEDCP)